



Center for Racial Equity  
2021 Supporting Black Entrepreneurs RFP  
Informational Webinar

# Agenda

**Introduction**

**Walmart Giving Overview**

**Overview of Center for Racial Equity & RFP**

**Funding Exclusions**

**Evaluation Criteria**

**Review Key Dates/Timeline**

**How to Submit a Concept Note Application**

**Q&A**

# Shared Value Approach

## Creating Value for Business and Society



**TRANSFORM**  
the system



Lead through the  
**BUSINESS**



Complement with  
**PHILANTHROPY**



**COLLABORATE**  
with others

# Our Work



### Creating Opportunity

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Economic Opportunity in Retail

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Diversity in the Talent Pipeline



### Advancing Sustainability

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Climate

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Nature

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Waste

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People in Supply Chains



### Strengthening Community

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Local Community Support

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Healthier Food for All

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Disaster Relief & Preparedness



### Center for Racial Equity

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Finance

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Healthcare

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Education

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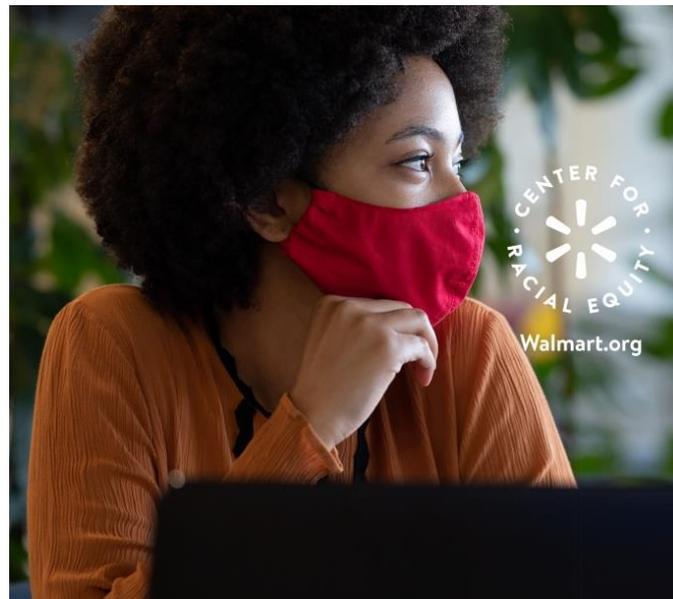
Criminal Justice

## Diversity, Equity & Inclusion

## Our Commitment to Advancing Racial Equity

In June 2020, the Walmart.org Center for Racial Equity was founded through a **\$100 million commitment over five years** to transform society to eradicate racism through philanthropy and business.

The work of the center extends the overarching philanthropic work of Walmart.org, which seeks to embed equity into all our investment portfolios.





## Creating Shared Value: Making a Difference in Racial Equity through Business and Philanthropy

Walmart is committed to increasing fairness, equity and justice in aspects of everyday life.

A group of four Shared Value Networks (SVNs) has been created to help society address the root causes of racial disparities in these four areas:

- Finance
- Health
- Education
- Criminal Justice

The center's philanthropy complements the work of our business to advance racial equity across the same areas.

## Finance

Our philanthropy is focused on supporting the success of entrepreneurs in the Black community by helping Black-owned businesses that provide goods and/or services to the retail industry strengthen and grow their companies.



## Objectives

- This RFP aims to extend the social impact of Walmart's finance SVN by **supporting Black entrepreneurs with existing businesses that supply goods and services to the retail industry, with a goal to help increase their readiness and earnings in order to strengthen and grow their companies.**
- The Center will use this RFP to provide grants and assistance to Entrepreneurial Support Organizations (ESOs) to assist Black-owned firms (small and large) to increase sales. Our ultimate goal is to reduce the racial wealth gap by supporting the growth and success of entrepreneurs in the Black community.
- Our investments from this RFP will support interventions and innovations in the entrepreneurial space including programs, initiatives, research, tools, and proven models, that contribute to the success of Black entrepreneurs.

## Structure

- Orgs may submit a Concept Note for initial consideration and semifinalists will be invited to complete the long form application
- The Center expects to provide up to \$3.25 million in funding total for projects chosen pursuant to this RFP
- Proposals should span 1-2 years and be in the range of \$250,000 - \$1 million

## Eligibility

- Applicant organization must be a state university, or a tax-exempt, public charity described in Section 501(c)3 of the Internal Revenue Code of 1986 (the "Code"), other than a Type III supporting organization described in Section 509(a)(3)(B)(iii) of the Code. Public charities must be listed in the most current IRS 50 State Master File at the time the application is submitted and at the time of awarding if chosen for funding.

# Funding Exclusions

- Organizations that deny service, membership, or other involvement on the basis of race, religion, color, sex, sexual orientation, gender identity, age, national origin, ancestry, citizenship, veteran, disability status, or other legally protected classes will not be considered
- Association/chamber memberships
- Athletic sponsorships (teams, events)
- Capital campaigns and endowments (defined as any plans to raise funds for a significant real estate purchase or expense, such as new construction, major renovations or to help fund normal budgetary items)
- Faith-based organizations when the proposed grant will only benefit the organization or its members
- General operating expenses
- Political causes, candidates, organizations, or campaigns
- Scholarships (tuition, room and board or any other expense related to college, university, or vocational school attendance)
- Sponsorship of fundraising events (galas, walks, races, tournaments)

# Evaluation Criteria

- Shows potential for significant impact by addressing root drivers of systemic racism that put Black entrepreneurs and businesses at a disadvantage, is a scalable solution, and catalyzes systems change
- Presents an opportunity to differentiate its contribution to the field, including opportunities to leverage Walmart's investment and influence others
- Adds a unique contribution that extends or complements Walmart's shared value focus in finance and other Center initiatives
- Creates opportunities for organization to partner with Walmart.org and others in ways that accelerate progress on racial equity
- Improves racial equity in income and assets, and addresses systemic barriers to the racial wealth gap through business ownership
- Incorporates strategic partnership opportunities/leverages the work of other private and public sector funders
- Builds the capacity of organizations led by people of color and/or serving people of color
- Organization's having a demonstrated history of success in supporting and advocating for Black entrepreneurs and the infrastructure to do so as proposed
- Budget must show efficacy
- Strong plan for evaluating and measuring success
- Organization and/or researcher must have demonstrable relationships and trust with the communities they aim to serve

## Key Dates/Timeline

June 15, 2021	System opens to accept Concept Notes
June 25, 2021	Q&A Webinar on RFP
July 25, 2021	Concept Note Application Deadline
August 9, 2021	Semi-finalists Selected & Notified
August 22, 2021	Semi-finalists Full Proposal Deadline
September 9, 2021	Selection of Finalist Organizations
September 13, 2021	Notification of Awards
September 2021 - November 2021	Disbursement of Awards

**[walmart.org/request-for-proposal-rfp](https://walmart.org/request-for-proposal-rfp)**

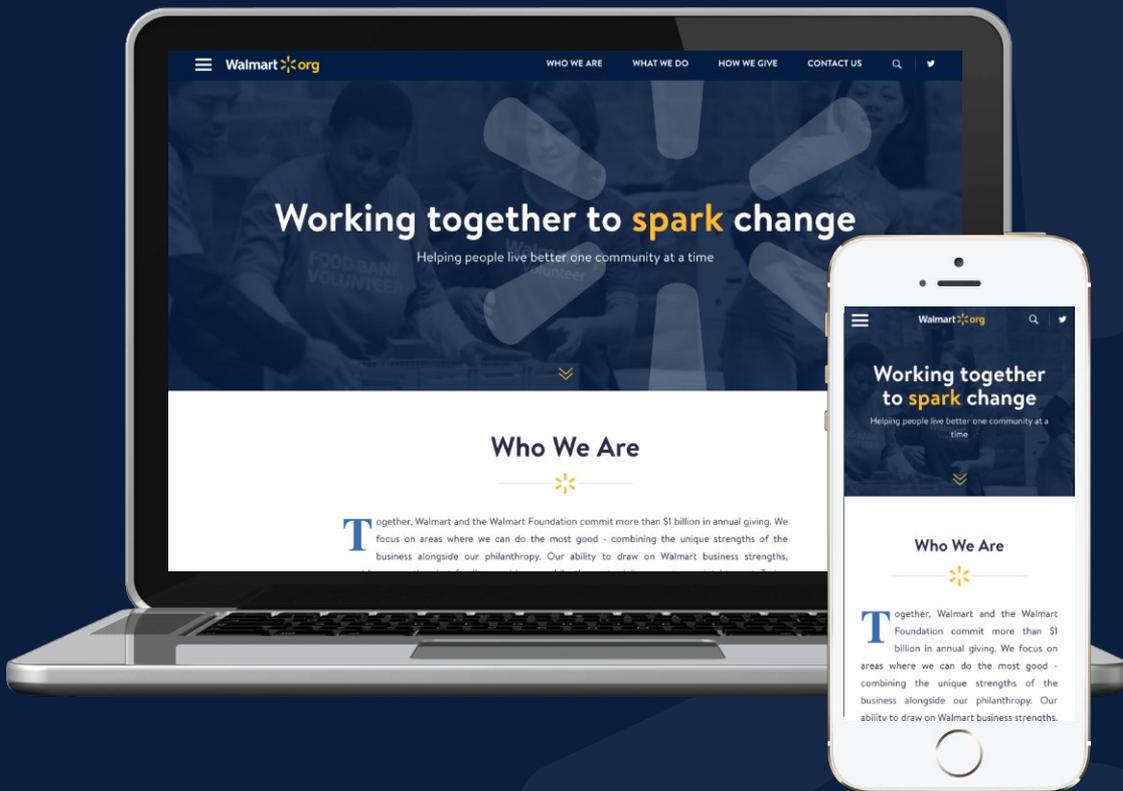
*Walmart.org reserves the right to modify this RFP, submission deadlines and notification dates without prior notice.*

# How to Apply

- Concept Notes and proposal must be submitted via CyberGrants, Walmart.org's online application system at: <http://www.cybergrants.com/walmart/conceptnote>
- You must use the invitation code: **"FICREICMC"** each time you access the application.
- If you are a first-time user, you will need to create an online profile before accessing the form. Once the Concept Note and proposal is filled out in CyberGrants, please click "Submit."
- **Concept Notes must be submitted by 11:59PM ET, July 25, 2021.** Concept Notes submitted after the deadline will not be considered. *Concept Notes should be submitted as soon as possible, even prior to the deadline.*
- On the login/home screen please use the **Standard Login** field to enter your information unless your organization already has FrontDoor clearance from CyberGrants.



Q & A



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Thank You